

**LISTING OF THE CLAIMS**

What is claimed is:

- 1     1. (Original) A method of providing business solutions over an interactive  
2     communications medium, comprising the steps of:  
3         selectively providing metrics which are associated with a business problem and a  
4     specific industry; and  
5         providing a business solution based on the selective metrics and responses to the  
6     selective metrics.
  
- 1     2. (Original) The method of claim 1, further comprising the steps of:  
2         selecting the specific industry; and  
3         providing a business driver based on the selected specific industry,  
4         wherein the selective metrics are associated with the selected specific industry and  
5     the business driver.
  
- 1     3. (Original) The method of claim 2, further comprising the step of selecting a specific  
2     industry code associated with the selected specific industry.
  
- 1     4. (Original) The method of claim 2, wherein the business solution is a general business  
2     solution based on the selected metrics and the specific industry.
  
- 1     5. (Original) The method of claim 4, further comprising the step of providing a specific  
2     business solution based on the general business solution, wherein the general business  
3     solution and the specific business solution are stored in a database and are provided based  
4     on a set of rules.

- 1 6. (Original) The method of claim 5, wherein the specific business solution is  
2 transparent to a user.
- 1 7. (Original) The method of claim 5, further comprising the step of ranking one of the  
2 general business solution and specific business solution in order of business priority  
3 based on ranking rules.
- 1 8. (Original) The method of claim 7, further comprising the step of storing the selective  
2 metrics, the business driver, the specific industry code and the responses to the selective  
3 metrics in the database.
- 1 9. (Original) The method of claim 2, wherein the business driver is a business specific  
2 measure defined as one of inventory, revenue, costs of goods sold, selling and  
3 administrative expenses, fixed assets, accounts receivable, and accounts payable.
- 1 10. (Original) The method of claim 9, wherein the selected metrics are questions based  
2 on the specific industry and the business driver.
- 1 11. (Original) The method of claim 9, wherein a next question of the selective metrics is  
2 based on a previous question and a previous answer.
- 1 12. (Original) The method of claim 11, further comprising the step of providing rules for  
2 determining the next question based on the previous answer.
- 1 13. (Original) The method of claim 12, wherein the rules determine whether the next  
2 question is a duplicate of a previous question such that the previous question is selected  
3 only once.

1 14. (Original) The method of claim 13, wherein the rules determine that no further  
2 question is selected.

1 15. (Original) The method of claim 1, further comprising the step of providing  
2 quantitative metrics based on the selective metrics and the response.

1 16. (Original) The method of claim 15, further comprising the step of providing a  
2 financial analysis of the business solution based on at least one quantitative response to  
3 the quantitative metrics.

1 17. (Original) The method of claim 16, wherein the financial analysis is a rate of return  
2 (ROR), a return on investment (ROI) or a return on assets (ROA).

1 18. (Original) A method for providing business solutions over an interactive  
2 communications medium, comprising:  
3 identifying a specific industry;  
4 providing at least one business measure associated with a particular financial  
5 aspect of the specific industry;  
6 providing a set of questions associated with problems of the specific industry, the  
7 set of questions being related to each of the provided at least one business measure; and  
8 providing a business solution based on responses to the set of questions and the  
9 specific industry.

1 19. (Original) The method of claim 18, wherein:  
2 the business solution is one of a general business solution and a specific business  
3 solution,  
4 the general business solution is based on the responses and the specific industry,  
5 and

6 the specific business solution is based on the general business solution.

1 20. (Original) The method of claim 19, further comprising the step of ranking one of the  
2 general business solution and the specific business solution in order of business priority  
3 based on ranking rules.

1 21. (Original) The method of claim 18, further comprising the step of providing rules,  
2 wherein the rules at least (i) determine a next question based on a previous answer,  
3 (ii) determine that no further question needs to be selected and (iii) determine whether the  
4 next question is a duplicate of a previous question such that the previous question will  
5 only be presented once.

1 22. (Original) The method of claim 18, further comprising the steps of:  
2 providing at least one quantitative question based on the response;  
3 providing a financial analysis of the business solution based on at least one  
4 quantitative response to the at least one quantitative question.

1 23. (Original) A system for providing business solutions over an interactive  
2 communications medium, comprising:  
3 means for providing selective business drivers associated with a specific industry;  
4 means for selecting business metrics based on the selective business drivers; and  
5 means for providing a business solution based on the selective business drivers  
6 and responses to the selected business metrics.

1 24. (Original) The system of claim 23, wherein the business solution is a general  
2 business solution.

1 25. (Original) The system of claim 24, further comprising means for providing a specific  
2 business solution based on the general business solution.

1 26. (Original) The system of claim 25, further comprising means for generating rules,  
2 the generating rules means providing (i) the selected metrics based on the responses,  
3 (ii) the general business solution based on the responses and the specific industry and  
4 (iii) the specific business solution based on the general business solution.

1 27. (Original) The system of claim 26, further comprising means for storing the metrics,  
2 the responses, the general business solution and the specific business solution.

1 28. (Original) The system of claim 25, further comprising means for providing a  
2 financial analysis of one of the general business solution and the specific business  
3 solution based on quantitative responses.

1 29. (Original) A system for providing business solutions over an interactive  
2 communications medium, comprising:  
3 a business driver module which stores business measures associated with a  
4 specific industry;  
5 a business metrics module which stores questions associated with the specific  
6 industry and at least one selected business measure stored in the business driver module;  
7 and  
8 a business solution module which provides business solutions based on responses  
9 to selected questions stored in the business metrics module and the specific industry.

1 30. (Original) The system of claim 29, further comprising a quantitative metrics module  
2 associated with the business solution module, the quantitative metrics module storing  
3 specific quantitative questions.

1 31. (Original) The system of claim 30, further comprising a financial analysis module  
2 which calculates financial benefits of the business solution based on quantitative  
3 responses to selected specific quantitative questions stored in the quantitative metrics  
4 module.

1 32. (Original) The system of claim 30, further comprising a rules module which  
2 generates rules, the rules being used to determine the business solution based on the  
3 responses and pertinent questions to provide to a user based on the responses.

1 33. (Original) The system of claim 32, further comprising a database which stores the  
2 business driver module, the business metrics module, the responses and the business  
3 solution module.

1 34. (Original) The system of claim 30, wherein the business driver module, the business  
2 metrics module and the business solution module are accessed by one of a web page  
3 resident on a server, a telephone and a personal digital assistant.

1 35. (Original) A machine readable medium containing code for providing business  
2 solutions over an interactive communications medium, the code implementing the steps  
3 of:

4 selectively providing metrics which are associated with a business problem and a  
5 specific industry; and

6 providing a business solution based on the selective metrics and responses to the  
7 selective metrics.

1 36. (Original) The machine readable code of claim 35, further comprising the steps of:  
2 selecting the specific industry; and

3           providing a business driver based on the selected specific industry,  
4           wherein the selective metrics are associated with the selected specific industry and  
5           the business driver.

1       37. (Original) The machine readable code of claim 35, wherein the business solution is  
2       one of a general business solution and a specific business solution.

1       38. (Original) The machine readable code of claim 37, further comprising the step of  
2       ranking the business solution in order of business priority based on ranking rules.

1       39. (Original) The machine readable code of claim 37, wherein the business driver is a  
2       business specific measure defined as one of inventory, revenue, costs of goods sold,  
3       selling and administrative expenses, fixed assets, accounts receivable, and accounts  
4       payable.

1       40. (Original) The machine readable code of claim 35, further comprising the step of  
2       providing rules for determining a next metrics of the selective metrics based on a  
3       previous response to the selective metrics.

1       41. (Original) The machine readable code of claim 35, further comprising the step of  
2       providing quantitative metrics based on the selective metrics and the response.

1       42. (Original) The machine readable code of claim 35, further comprising the step of  
2       providing a financial analysis of the business solution based on at least one quantitative  
3       response to the quantitative metrics.